



mozilla

Firefox[®] 3

Mozilla in Europe -
lessons in open source,
community & culture

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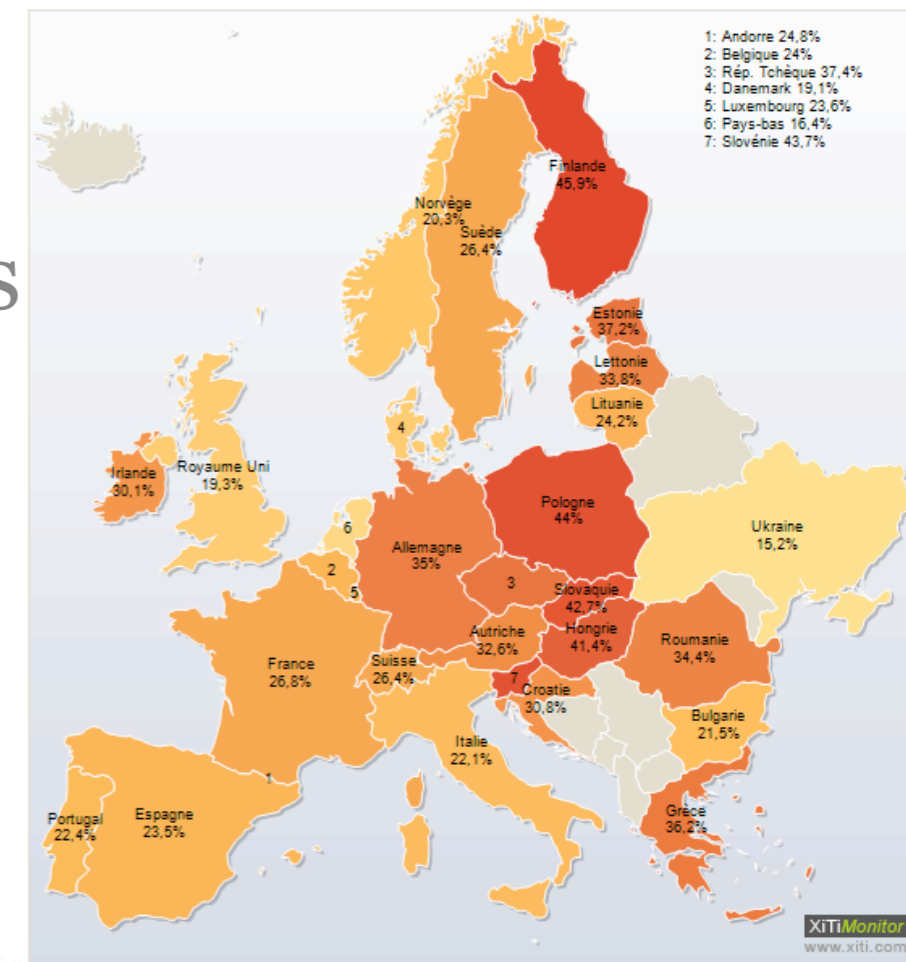
Back to Basics - What is Europe?

- 48 countries - covering 6.8% of the Earth
- 800m people - 11% of the World's population
- 385m people online - 27% of World online pop.
- Hundreds of cultures, histories, politics
- 200+ languages



Why is that good for Mozilla in Europe?

- 32 language versions of Firefox
- 70% of all Firefox versions are in Europe
- Roughly 24m Active Daily Fx Users
- 3.5m Fx Downloads per week
- Scores of active Mozilla communities
- 3 more languages in the works



Proof is out there - Europe's Latest numbers

According to local companies,
Europe's average market
share is : ~30%

Snapshot:

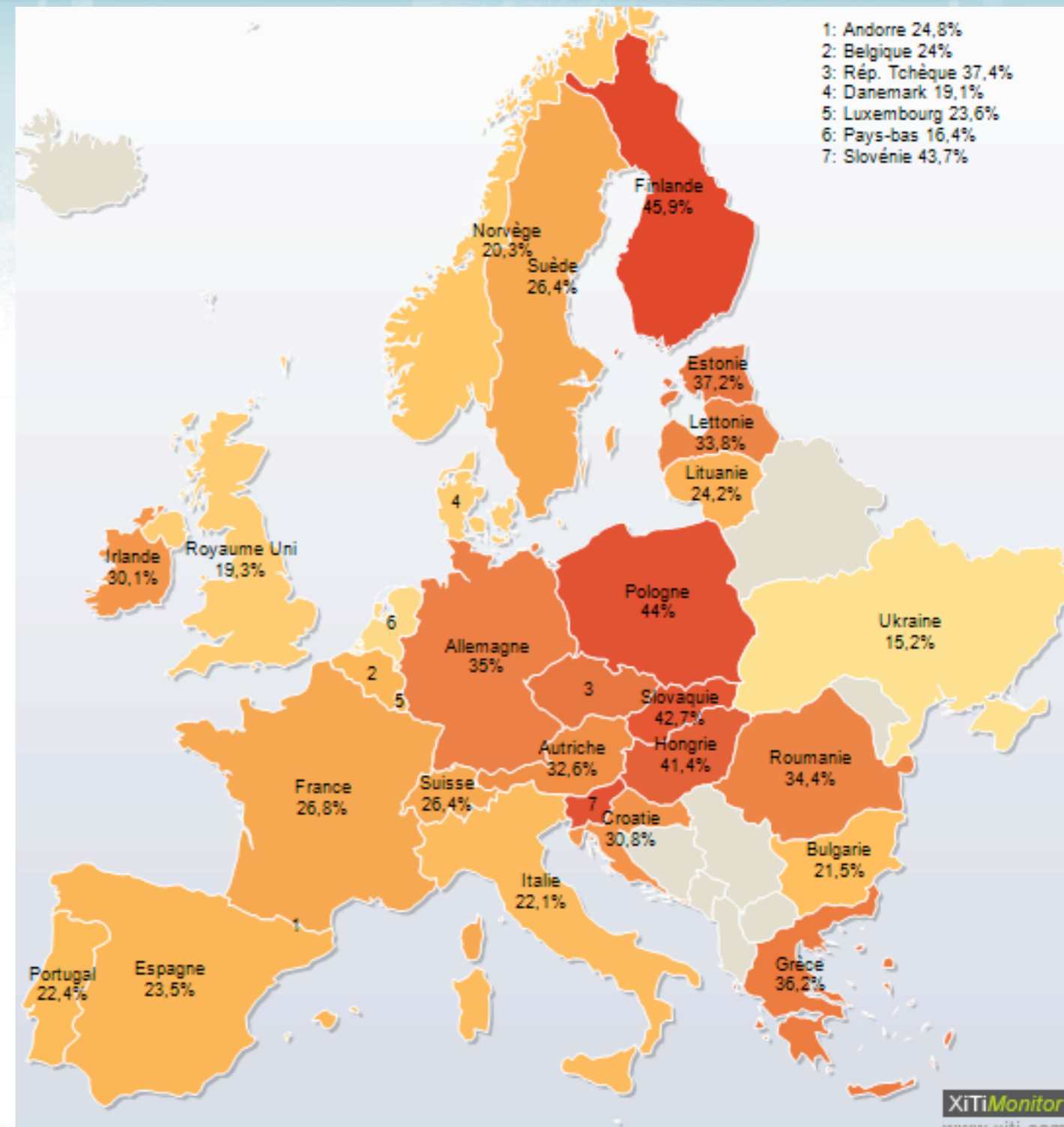
Poland: ~ 40%

Finland: ~ 46.9%

Slovenia: ~ 38%

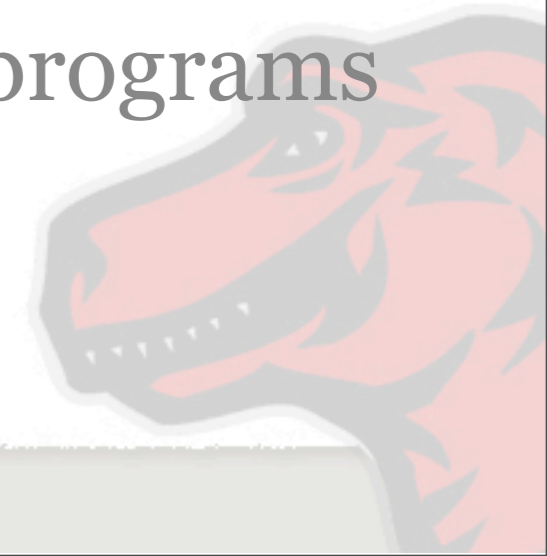
Germany: ~ 35%

France: ~ 26.8%



European diversity: both a curse and a blessing

- Local communities can be formed and have significant local impact
- Additional motivation: “We do it for our language/culture”
- Asymmetric advantage: fragmentation slows proprietary software more than us
- Values: Free Software spirit stronger than in the US
- **BUT** it’s hard to efficiently cover so many countries
- Some countries have initiatives similar to US programs such as SpreadFirefox.com and AMO



Local communities address diversity

- Local communities are our eyes, ears and hands in the field
- Product Localization
- Website Localization
- Add-ons Localization
- Local Forums
- PR in local language (in some cases)
- In most cases, ~~Open-Source~~ Free Software activists



Inside Look 1: Mozilla in **France**

- 36 million Internet users
- 12 million Firefox users (4 ADU)
- Several organizations:
 - XULfr.org (XUL dark matter doc, forum & forge)
 - Geckozone.org (forums, Add-ons site in French),
 - FrenchMozilla (product lion)
 - Issues: Competing with AMO and SUMO, no SFX eq.



Inside Look 2: Mozilla in **Spain**

- 40.5 million citizens, 25 million Internet users
- 10 million Firefox users (3.3 ADU)
- FOUR official languages (Spanish, Basque, Catalan & Galician)
- Several organizations:
 - Mozilla Hispano (News, docs & forums)
 - Nave (product & addons 110n in Spanish)
 - SoftCatala (product 110n in Catalan)
 - Liberatze (product 110n in Basque)
 - Xunta de Galicia (product 110n in Galician, sponsored by local state).
- Interesting initiatives: DifundeFirefox.com, FirefoXtensions



Mozilla in CEE

Zbigniew 'Gandalf' Braniecki 15 minutes of fame ;-)



Firefox 3 Launch - Europe on the Leader Board



On the top 10 countries during the Download Day, 5 are located in Europe: Germany, UK, France, Spain & Turkey



Firefox 3 Parties - Diversity celebrated



London



Madrid



Barcelona



Paris



Slovenia



Milano

Firefox 3 - Press: too much to count!

Averaging about 150-200 articles per locale right across high level IT, Business and Consumer publications...

BBC, Il Corriere della Sera, Le Figaro, Le Monde, FT, Daily Telegraph, El Pais, Rzeczpospolita, Sky News, Le Point.fr, Les Echos, JDnet.com, Le Nouvel Observateur, 20 minutes, LMI, Challenges, zdnet, 01net, Elle, Radio Suisse Romande, Sciences & Avenir, Focus, Stern, der Spiegel, Manager Magazin, Handelsblatt, Publico, ADN, ZDF Heute, ORF, n-tv, Süddeutsche Zeitung, Frankfurter Rundschau, Neue Osnabrücker Zeitung, Abenzeitung München, Fankfurter Allgemeine Zeitung, Hamburger Abendblatt, Hertener Allgemeine, Schwäbische Zeitung, Schwarzwälder, Bote, Südkurier, Baseler Zeitung (ch), Bieler Tagblatt (ch), Waltroper Zeitung, Stimberg Zeitung, Recklinhäuser Zeitung, Dattelner Morgenpost, Lübecker Nachrichten, Thüringische Landeszeitung, Marler Zeitung, Kleine Zeitung (aus), Badische Zeitung, Walsroder Zeitung, Wendlinger Zeitung, Westfälischer Anzeiger, Ostsee Zeitung, Esslinger Zeitung, Odenwälder Zeitung, Gießener Allgemeine, Fränkischer Tag, Rhein-Neckar-Zeitung, Reutlinger Generalanzeiger, Kölner Stadtanzeiger, Sächsische Zeitun, Il Corriere della Sera, La Repubblica - second largest daily, Il Sole 24 Ore, La Stampa, Panorama, Tech Radar, PC Pro, ZDNet, The Register, Dziennik, Polska, idg.pl, republika.onet.pl,

Press: doing better than much bigger companies

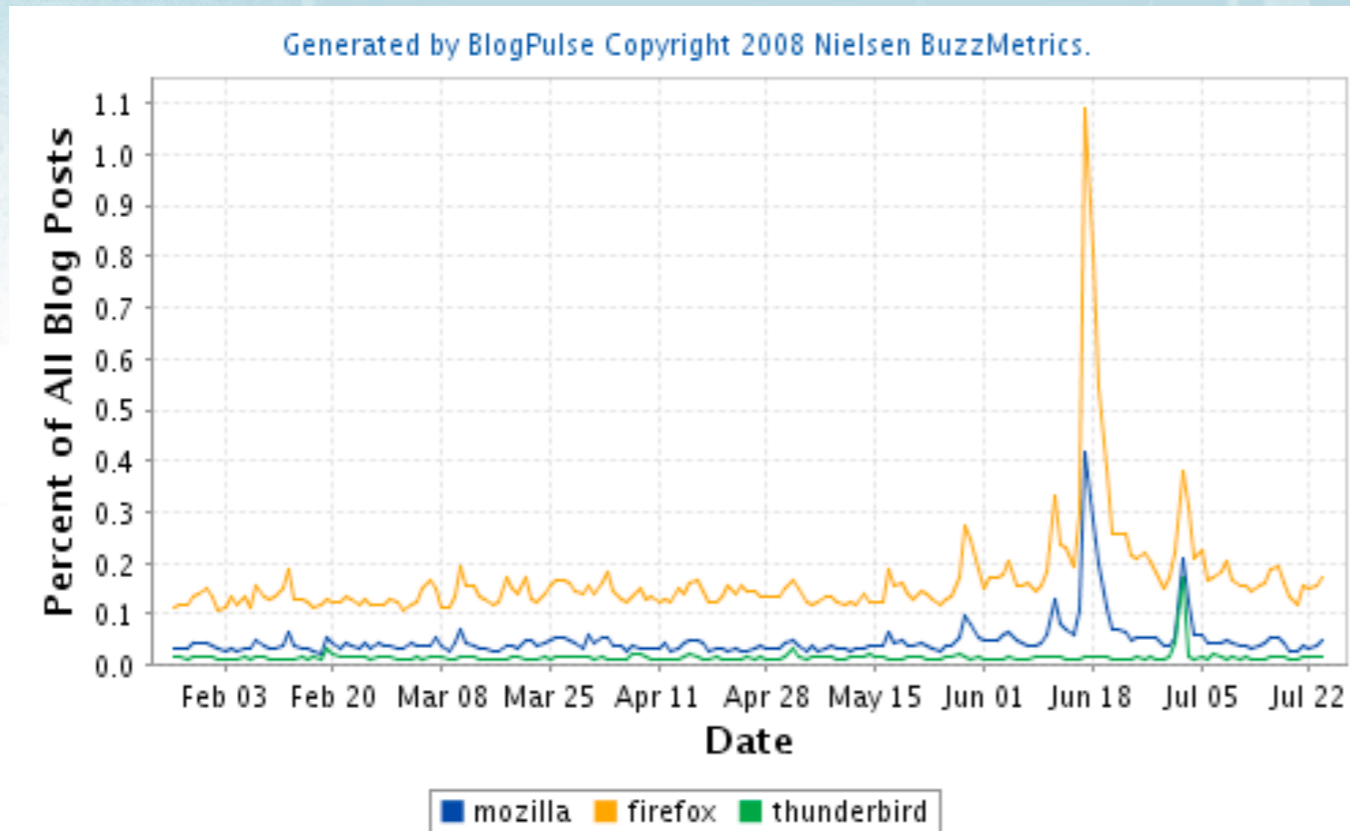
Rank		Company - Click on
1	■	Microsoft
2	■	Apple
3	■	Google
4	▲	Intel
5	▲	Sony
6	▼	Yahoo
7	■	IBM
8	■	Hewlett-Packard
9	■	Nokia
10	▲	Samsung
11	▲	AMD
12	▲	The Mozilla Organization
13	▼	YouTube
14	▲	Asus
15	▼	Sun Microsystems
16	▼	Facebook
17	■	Adobe
18	▼	Dell
19	▲	Cisco
20	▲	nVIDIA
21	▼	Microsoft X-Box and Games
22	▼	Vodafone
23	▲	Research in Motion
24	▼	Nintendo
25	▲	Sony Ericsson Mobile Commu

Top technology companies for press coverage in Europe, June '08.

Source: Apollo Surveys
<http://www.apollosurveys.com/>



Firefox 3 - More Bloggers than ever before!



Radiopassion

Gianluca Varisco **DElyMyth**

Kultura 2.0
Cyfrowy wymiar przyszłości

BBC NEWS **dot.life**
A blog about technology from BBC News

TECHDIGEST

techradar.com
Deep into technology

GIZMODO

Gemius
MYSLI BEZ GRANIC

SHINY SHINY ROBERTO DADDA

Ja, RAfi
Ja, RAfi - strona

Webuser
UK's best-selling internet magazine

piotr konieczny **ols.blox**
Piotr Konieczny

Marco Camisani Calzolari
Disruptive Innovator



Poradnik webmastera

entuzjastycznie, czasem o internecie

Firefox 3 - Social "Mozilla" Networking in Europe

- Hundreds of members, messages, visits to Bebo (UK), tuenti (Spain) Grono.net & nasza-klasa (Poland) ocnoklassniki (Russia), StudiVz (Germany)
- **Skyblog** (largest FR SNS) created a blog & released template for Fx 3 / Download Day:
 - 2,304 friends
 - over 89,304 visits
 - *more than 10,000 blogs have used the FX3 template*
 - <http://firefox3.skyrock.com/>

The image shows two social media profiles. On the left is a Bebo profile for 'Firefox World Record' with a 'THANK YOU' graphic and text celebrating the Guinness World Record. On the right is a StudiVz profile for 'Firefox World Record - 8 million downloads' with a similar graphic and text.

The image shows a Skyrock blog page. The main content is a blog post titled 'Firefox est bien un panda roux !' featuring a photo of a red panda. The sidebar includes a 'Blog' section with a 'Firefox 3 révolutionne le web !' post, an 'Infos' section with statistics (89,515 visits, 3,494 articles), and a 'Ses amis' list with 2,304 friends. There are also 'Liens commerciaux' and 'Ses blogs préférés' sections.

What did the launch of Firefox 3 teach us?

2 Things we already know...

- Press is one of our best tools to reach new audiences
- You (Contributors+users) are the greatest force of all!!



What's next for Marketing in Europe?

Press - even harder efforts...

- Big consumer push in September
- 3 visits to new publishing houses in EU
- Top 10 tip guides: customization & educational focus
- Announce new product news - Mobile, T-Bird, Fx 3.1
- More blogger events
- Keep the IT media interest in Mozilla's innovation - Labs, Mobile, Open Design



What's next for Marketing in Europe?

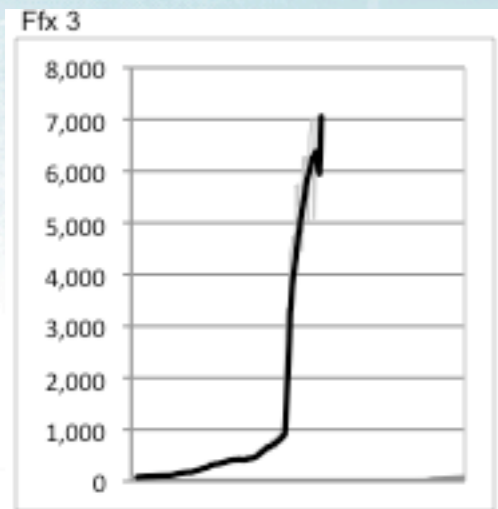
More people to empower local communities!

- More materials for Europe - Affiliate Buttons, Poster/Sticker templates, Guidelines, Get started Guides, Tip lists
- More support for your local events
- More in person Mozilla meet ups
- Events to get new people interested - Addon Garage, Mozilla Universities, Mozilla Camp EU
- Mozilla Europe blog - more local posts from you!



What's next for Mozilla in Europe?

ADU Users of Firefox 3 in Europe



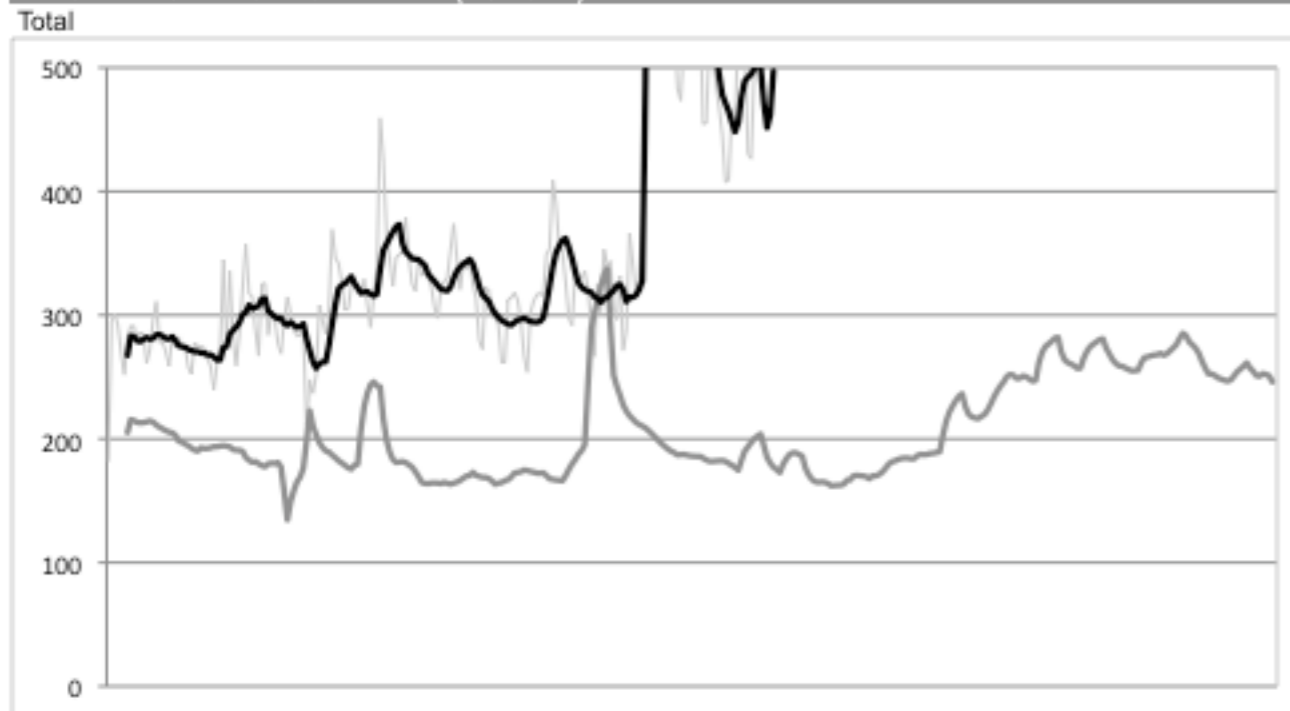
- ★ Another 10m new Firefox users?

- ★ Seeing what's after 50% market share in mature markets

- ★ How can we address the mainstream market?

- ★ Empowering communities in markets where Internet penetration is still low

TOTAL DOWNLOADS PER DAY (EUROPE)





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Thank You